

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

BELLSOUTH TELECOMMUNICATIONS, INC.'S	)	
REQUEST FOR CONFIDENTIAL TREATMENT	)	
OF INFORMATION FILED IN SUPPORT OF ITS	)	CASE NO. 96-604
PROPOSED PROMOTION OF BELLSOUTH	)	
TELECOMMUNICATIONS, INC., ADDITIONAL	)	
LINES	)	

O R D E R

This matter arising upon petition of BellSouth Telecommunications, Inc. ("BellSouth"), filed December 16, 1996, pursuant to 807 KAR 5:001, Section 7, for confidential protection of the revenue and cost analysis filed in support of a proposed additional line promotion on the grounds that disclosure of the information is likely to cause BellSouth competitive injury, and it appearing to this Commission as follows:

BellSouth has filed a special promotion which it plans to offer to business customers designed to stimulate sale of additional lines. The promotion would offer additional access lines, including flat rate service, Area Calling Service, and Back-Up<sup>SM</sup>Line Service. In support of the promotion, BellSouth has filed a revenue and cost analysis which it seeks to protect as confidential.

The information sought to be protected is not known outside of BellSouth and is not disseminated within BellSouth except to those employees who have a legitimate business need to know and act upon the information. BellSouth seeks to preserve and protect the

confidentiality of the information through all appropriate means including the maintenance of appropriate security at its offices.

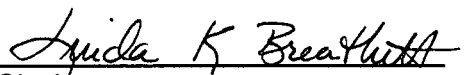
BellSouth's competitors for local exchange services include alternate access providers and will soon include other telecommunications companies who are seeking entry into the local exchange market. The revenue and cost analysis sought to be protected would enable such competitors to determine the demand for BellSouth's services. Competitors could use the information to formulate strategic plans for entry, pricing, marketing and overall business strategies concerning these services. Therefore, disclosure of the information is likely to cause BellSouth competitive injury and the information should be protected as confidential.

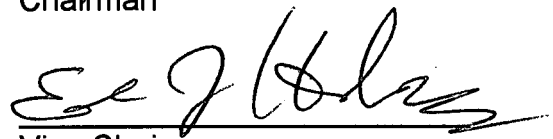
This Commission being otherwise sufficiently advised,

IT IS ORDERED that the revenue and cost analysis filed in support of the proposed promotion for additional business lines, which BellSouth has petitioned to be withheld from public disclosure, shall be held and retained by this Commission as confidential and shall not be open for public inspection.

Done at Frankfort, Kentucky, this 24th day of January, 1997.

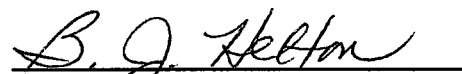
PUBLIC SERVICE COMMISSION

  
Chairman

  
Vice Chairman

ATTEST:

  
Executive Director

  
Commissioner